

Birthe Ong Cheng

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EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, IL

Bachelor of Science in Education and Social Policy

June 2019

- Major GPA: 3.8/4.0; Overall GPA: 3.4/4.0
- Major in Learning and Organizational Change; Minor in Computer Science; Design Engineering Certificate

RELEVANT WORK EXPERIENCE

Campaign Analyst

Jan 2021 - Present

Appier Inc.

Taipei, Taiwan

- Analyze digital ad campaigns using Appier's proprietary AI products
- Aggregate data and deliver insights through Tableau and Excel to inform business strategies
- Achieved a 15% growth in gross profit margin from Q1 to Q2 in responsible campaigns
- Present statistical insights and collaborate with A.I. engineers to improve algorithms

Digital Marketing Intern

June - August 2018

Sage Corps LLC

Chicago, IL

- Managed and analyzed social media campaigns using Google Analytics
- Designed marketing content. Grew Instagram reach +10% FB engagement 1.8x
- Introduced data-driven email marketing strategy that boosted email open rate 3x in 2 months and drove customer acquisition

Financial Analyst Intern

June - August 2017

Solaris Capital Advisors, Ltd.

Taipei, Taiwan

- Researched and analyzed transaction and trading comparables and produced meaningful reports for senior analysts
- Initiated personal research project on applying Artificial Intelligence (Trend-Following) to financial analytics

RELEVANT PROJECTS

Machine Learning Project

March - June 2019

Northwestern University

EECS 348 Practicum in Intelligent Information Systems

- Developed, built, and piloted a facial recognition wearable device that supplies social contact information in real-time
- Skills: Python and IDLE3 for Raspberry Pi, wearable hardware design & prototyping

Mobile App UI/UX Project

March - June 2019

Northwestern University

EECS 330 Human Computer Interaction

- Designed, implemented, and tested an iOS app that connects university researchers and study participants in a more efficient way
- Skills: HTML/CSS, Javascript (basic) for digital prototypes, wireframes, user testing

SKILLS

- **Programming:** Python, Tableau, HTML/CSS, JavaScript, C++, MATLAB
- **Analytics:** Google Analytics, Facebook Business Suite, Grafana
- **Design:** Adobe Illustrator, InDesign, Sketch, Heuristic Evaluation

EXTRACURRICULAR

EPIC- Entrepreneurship In Action

Northwestern University

Vice President of Business Development

April 2016 - June 2019

- Led corporate outreach and drafted grant proposal that obtained \$30,000 in funding
- Managed finances \$100,000 in annual budget
- Co-founded Sprout, an entrepreneurship boot camp based in San Francisco

Women in Computing

Northwestern University

Outreach

Oct 2016 – Oct 2017

- Organized events such as hack nights to foster professional development and mentorship for females in tech
- Promoted opportunities for female students to attend tech conferences such as the GHC

Global Engagement Summit

Chicago, IL

Finance & Fundraising

Sep 2016 – June 2017

- Carried out fundraising initiatives for student-run social innovation summit
- Built a network of 50+ VC's to mentor student entrepreneurial ventures

Canadian Ski Association

- *Level 2 Ski Instructor*

International Ski Federation

- *Sochi Winter Olympic Qualifiers*
- *Junior World Championships 2014*
- *Far East Cup 2014*

LANGUAGES

- English (native)
- Chinese (native)
- French (fluent)

REFERENCES

- **Eva Lam**, Professor of Learning Sciences
Northwestern University
Ph.D. University of California, Berkeley School of Education
- **Dan P. McAdams**, Henry Wade Rogers Professor of Psychology
Northwestern University
Ph.D. Harvard Department of Social Relations
- **Matt Meltzer**, CEO
Sage Corps LLC
JD, Northwestern University School of Law